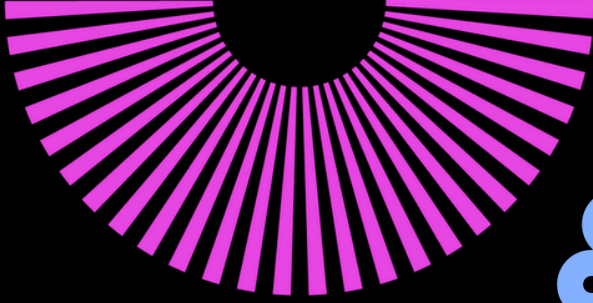
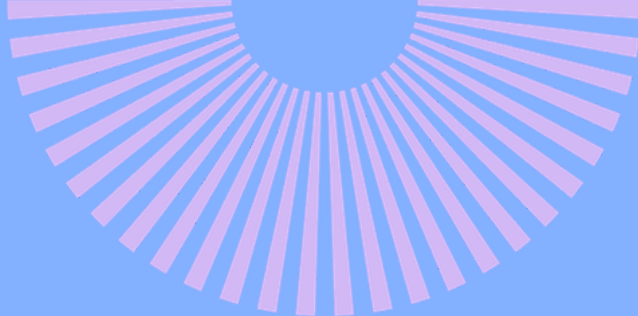


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Marketing and Insights Assistant





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Welcome

Thank you for your interest in joining the team at Union.

As we move forward from our former identity as Union ARU, this new chapter represents a pivotal moment for our organisation. Rebranding as Union reflects our ambition to be a modern, values-driven organisation that is clear in purpose, confident in voice, and united in its commitment to students and staff.

Our people are at the heart of everything we do. As we continue to develop our services and presence across campus, we are looking for a Marketing and Insights Assistant to support the Marketing & Events Coordinator with the promotion of Union London activities, services and opportunities. Who is able to help create engaging and relevant content for ARU London students, gather student insight through Union 360, engage directly with students and encourage participation in data collection to help improve our understanding of the student experience.

This is a great opportunity to develop your skills in marketing and communications, content creation, social media, photography and video, customer service, verbal and written, communication, student engagement, data collection and student feedback, teamwork, organisation and time management and confidence and interpersonal skills.

We are thrilled that you are considering joining us at such an exciting time. If you are passionate about supporting people, improving the student experience, and making a real difference across campus, we look forward to exploring how you could be part of Union's next chapter.

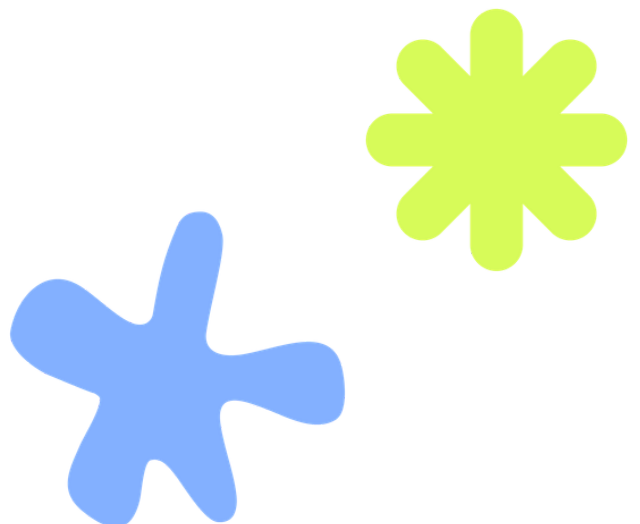
If you have any questions or would like to know more about the role, please don't hesitate to get in touch.



Roshan Lal
Union President



John Valerkou
Chief Executive Officer



Strategy

Mission: A student-powered union where every voice matters, every campus connects, and good vibes are part of the culture.

Model: Five Campuses, One Union

Pillars and Foundation:

- A) We will put students in charge
- B) We will extend students' rights and opportunities
- C) We will build and nurture communities
- D) Multisite organisation and functionality





Who We Are

This organisation is a registered charity and limited company supporting Anglia Ruskin University students across five distinct campuses, each offering unique opportunities and challenges for its 30,000 members. Led by annually elected sabbatical officers and a senior management team, it empowers a staff team of around sixty-five and fifty student staff to deliver representation, opportunities, and advice.

Directorates

We have three distinct directorates:

Student Leadership and Communities

Marketing, Enterprise and Insight

Central Services

Student Leadership and Communities

The Student Leadership and Communities Directorate leads on Union's core student-facing work, including Advice, Representation, Societies, internal Volunteering, Student-Led Projects, and Campus-Based Engagement.

Marketing, Enterprise and Insight

We deliver bold, insight-driven marketing, vibrant enterprise spaces, and data-led decision-making that together strengthen student connection, opportunity, and experience. By combining creative storytelling, welcoming commercial environments, and robust student insight, we ensure every service and campaign is purposeful, impactful, and truly shaped by our community.

Central Services

Our Central Services directorate underpins the Union with strong, people-centred HR support and robust financial and risk management, ensuring our organisation is stable, compliant, and ready to grow. By investing in our staff and safeguarding our resources, these functions create the foundations that allow every part of the Union to operate confidently, sustainably, and in the best interests of students.



THE OFFICER TEAM



Roshan Lal
Union President



Devanshi
Education Officer



Alfaz Shahulhameed
Welfare and Liberation Officer



Shreyas Vinod
Cambridge Campus Officer



Gokul Das
Chelmsford Campus Officer



Naimul Islam
London Campus Officer



Josephine Barnes
Peterborough Campus Officer



Millie Bridgeman
Writtle Campus Officer

Marketing and Insights Assistant Job Description

Job Title: **Marketing and Insights Assistant**

Department: **Data and Insight**

Reports to: **Union London Representation & Events Coordinator**

Pay: **£14.34**

Type of contract: **Zero hours (flexible)**

Hours of Work: **Approximately 8 - 10 hours a week**

Location: **London Campus (East India)**



Purpose of Role:

To support the Marketing & Events Coordinator with the promotion of Union London activities, services and opportunities. Who is able to help create engaging and relevant content for ARU London students, gather student insight through Union 360, engage directly with students and encourage participation in data collection to help improve our understanding of the student experience.

Key Responsibilities:

- Assist the Marketing & Events Coordinator with the planning and creation of media content.
- Help create content at Union events and activities, including photos and videos.
- Help promote and advertise events, activities and opportunities available to ARU London students.
- Be an ambassador for Union 360 and support student data collection and feedback activities.
- Engage with students and encourage them to take part in Union 360 surveys and other feedback opportunities.
- Help distribute and display marketing materials across campus.
- Provide outstanding customer service and respond to student queries in a friendly and helpful manner.
- Help create a friendly and welcoming atmosphere within the Union space and at events.
- Promote inclusivity, respect diversity and support equal opportunities.
- Signpost students to Union staff and services where appropriate.

You will develop these skills in this role:

- Marketing and communications
- Content creation
- Social media
- Photography and video
- Customer service
- Verbal and written communication
- Student engagement
- Data collection and student feedback
- Teamwork
- Organisation and time management
- Confidence and interpersonal skills

Marketing and Insight Assistant Job Description

Benefits of the role:

- Flexible working hours to fit around your studies
- Gain experience in marketing, communications and content creation
- Develop practical digital and creative skills
- Great networking opportunities
- Meeting new people and making new friends
- Training opportunities
- Uniform provided

Other:

- Take part in any training relevant to the role.
- Follow Union policies and procedures while carrying out your work.
- Represent Union London in a positive and professional way when working with students and creating content.
- Be reliable, punctual and presentable when working on behalf of the Union.
- Support with other tasks and projects where needed as part of the role

Successful candidates will demonstrate the Unions' core values, striving to deliver exceptional customer experiences.

Union expects all staff to participate in any training program considered relevant to your job and encourages all staff to participate in, and take ownership of their induction, personal development review, departmental staff meetings and be responsible for carrying out duties with full regard to the rules, policies and procedures and conditions of service contained in the staff handbook, and within Union departments. Union is fully committed to its policies and procedures on Equality and Diversity.

A condition of employment is that all staff are expected to assist in key events throughout the year e.g., Welcome Fair, Elections, Open Days and any other key events. Staff are expected to portray a positive image, both internally and externally of the organisation by displaying high standards of service, integrity, punctuality, politeness and professionalism.

Please note, that all employees are subject to pre-employment checks including a Disclosure and Barring Service check if required for the role.



Marketing and Insights Assistant Person Specification

Criteria	Essential	Desirable	Identified
Education & Qualifications			
Minimum GCSE or Level 2 equivalent English and Maths	✓		A/E
Current ARU student	✓		A
Knowledge & Experience			
Previous experience in a customer service or a student-facing role		✓	A/I
An interest in marketing, communications, social media or content creation	✓		A/I
Experience of creating content, such as social media posts, photos or videos		✓	A/I
Experience of working with or engaging with a range of people	✓		A/I
Skills and Abilities			
Confident communicating with and approaching other students	✓		A/I
Good written and verbal communication skills	✓		A/I
Good organisational and time management skills	✓		A/I
Ability to work independently and as part of a team	✓		A/I
Good digital skills and confidence using online platforms	✓		A/I

Union Brand Ambassadors

Person Specification

Personal Qualities			
Friendly, approachable and enthusiastic	✓		I
Flexible and adaptable approach to work	✓		A/I
Reliable and professional	✓		A/I
Willingness to learn and develop new skills	✓		I
Other			
Understanding of and commitment to the principles of equal opportunities	✓		A/I

E: Evidence, A: Application, I: Interview

How To Apply

Simply head over to **arunion.co.uk/jobs**, navigate to the role you'd like to apply for and complete the online application form. Unfortunately, we don't accept CV's, or applications that are sent by email, so ensure you complete the application form via the application portal. Any questions please send them to: **recruitment@arunion.co.uk**

The closing date for applications is **19th October at 23:00**. Panel interviews will be held during **w/c 26th October**.

Please note, that all employees are subject to pre-employment checks including a Disclosure and Barring Service check if required for the role.

At Union ARU, we're committed to building a workforce that truly reflects the diversity of the community we serve. We welcome applications from people of all backgrounds, regardless of gender, age, nationality, ethnicity, sexuality, religion, or disability.

Every candidate is treated fairly, and all appointments are made based on merit. If you have any questions about any of our roles, please feel free to contact us at **recruitment@arunion.co.uk**

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